

Instinct Pet Food Data Settlement

c/o Settlement Administrator

P.O. Box 2005

Chanhassen, MN 55317-2005

NOTICE OF CLASS ACTION SETTLEMENT

**If your personal information was
compromised in the Data Incident
discovered by M.I. Industries, Inc.
d/b/a Instinct Pet Food on or
around October 2024, you may be
entitled to benefits from a class
action settlement.**

www.InstinctPetFoodsDataSettlement.com

Postal Service: Please Do Not Mark Barcode

WHO IS A CLASS MEMBER?

You have been identified as a class member in the lawsuit *Adam Schroeder v. M.I. Industries, Inc. d/b/a Instinct Pet Food*, Case No. 25SL-CC02259 (Circuit Court of the City of St. Louis), because your PII was or may have been compromised in the M.I. Industries, Inc. Data Breach that was discovered on or around October 2024.

WHAT ARE THE SETTLEMENT BENEFITS AND TERMS?

Under the Settlement, Defendant has agreed to pay Valid Claims. Settlement Class Members are eligible to submit claims for the following: (1) up to \$1,000 in reimbursement for documented out-of-pocket expenses resulting from the Data Incident (“Ordinary Losses”); (2) up to 4 hours of Lost Time at \$20.00/hour of time spent mitigating the effects of the Data Incident; (3) up to \$3,500 in documented, unreimbursed losses arising out of or related to identity theft (“Extraordinary Losses”); (4) two years of three-bureau credit monitoring with at least \$1,000,000.00 in fraud insurance; or (5) \$60 Cash Payment in lieu of all the other benefits. More information about the types of Claims and how to file them is available at www.InstinctPetFoodsDataSettlement.com.

WHAT ARE YOUR RIGHTS AND OPTIONS?

Submit a Claim Form. To receive Settlement benefit(s), you must timely submit a Claim Form, available online at www.InstinctPetFoodsDataSettlement.com. Your Claim Form must be postmarked or submitted online no later

than **JANUARY 12, 2026**. Claims will be subject to a verification process.

Opt Out. You may exclude yourself from the settlement and retain your ability to sue Defendant on your own by mailing a written request for exclusion to the Settlement Administrator that is postmarked no later than **DECEMBER 15, 2025**. If you do not exclude yourself, you will be bound by the settlement terms and give up your right to sue regarding the settled claims.

Object. If you do not exclude yourself, you have the right to object to the settlement. Written objections must be signed, postmarked no later than **DECEMBER 15, 2025**, and provide the reasons for the objection. Please visit the Settlement Website at www.InstinctPetFoodsDataSettlement.com for more details.

Do Nothing. If you do nothing, you will not receive Settlement benefits and will lose the right to sue regarding any issues relating to this action. You will be bound by the Court’s decisions because this is a conditionally certified class action.

Final Approval Hearing. The Court will hold a Final Approval Hearing on January 16, 2026, at 9:00 A.M. in Division 6, Circuit Court of St. Louis County, 105 South Central Avenue, Clayton, MO 63105.

More Information. More Information about your rights and options can be found in the Long-Form Notice and the Settlement Agreement available at www.InstinctPetFoodsDataSettlement.com.

This Notice is a Summary of the Settlement Terms